## REMARKS

By this amendment, claims 24 and 33 have been amended. Claims 24-43 are currently pending in the application, of which claims 24 and 33 are independent claims.

Entry of the Amendments and Remarks is respectfully requested because entry of Amendment places the present application in condition for allowance, or in the alternative, better form for appeal. No new matters are believed to be added by these Amendments.

In view of the above amendments and the following Remarks, Applicants respectfully request reconsideration and timely withdrawal of the pending objections and rejections for the reasons discussed below.

***Rejections Under 35 U.S.C. § 103***

Claims 24-31 and 33-42 stand rejected under 35 U.S.C. § 103(a) as being allegedly unpatentable over U. S. Patent No. 6,229,516 issued to Kim, *et al.* ("Kim") in view of U. S. Patent No. 5,093,655 issued to Tanioka, *et al.* ("Tanioka"). Applicants respectfully traverse this rejection for at least the following reasons.

With respect to claims 24-31, amended independent claim 24 recites "the first pixel electrode and the second pixel electrode being arranged on the same column" and "controlling the first data signal and the second data signal based on polarities of the first pixel voltage stored in the first pixel electrode and the second pixel voltage stored in the second pixel electrode to simultaneously increase or decrease the first voltage difference and the second voltage difference".

The Examiner stated "Tanioka et al disclose ... the polarities of the data voltage supplied to the pixels are opposite to each other with respect to the common line, thus disclosing where

the data signal influences a difference between the common voltage and pixel voltage" (Office Action (Office Action, page 8).

However, in Tanioka polarities of the pixels are controlled such that two pixels on *the same row* have different polarities. Two pixels on the same column are connected to the same data line and hence would have the same polarity. Thus, Tanioka does not disclose or suggest two different data signals influencing the pixel voltages of two different pixels on the same column. According to claim 24, the first pixel electrode and the second pixel electrode are arranged *on the same column* but they are connected to different data signal lines to receive different data signals.

Since the driving method of the claimed invention involves a totally different structure from the method and structure of Tanioka, it would not have been obvious to arrive at the claimed invention by applying the driving method of Tanioka to the structure of Kim.

Thus, it is submitted that claim 24 is patentable over the asserted combination of Kim and Tanioka. Claims 25-31 are dependent from claim 24 and hence would be also patentable at least for the same reason.

With respect to claims 33-42, amended independent claim 33 recites "the first pixel electrode and the second pixel electrode being *arranged on the same column*" and "a data driver controlling the first data signal and the second data signal based on polarities of the first pixel voltage stored in the first pixel electrode and the second pixel voltage stored in the second pixel electrode to simultaneously increase or decrease the first voltage difference and the second voltage difference". As previously mentioned, these claimed features are patentable over the asserted combination of Kim and Tanioka. Thus, it is submitted that claim 33 is patentable over

them. Claims 34-43 that are dependent from claim 33 would be also patentable at least for the same reason.

Accordingly, Applicants respectfully request withdrawal of 35 U.S.C. §103(a) rejection of claims 24-31 and 33-42.

Claims 32 and 43 stand rejected under 35 U.S.C. §103(a) over Kim in view of Tanioka and further in view of Japanese Patent Publication No. 03125187 to Konoue, et al. ("Konoue"). This rejection is respectfully traversed.

Claims 32 and 43 are dependent from independent claims 24 and 33, respectively. As previously mentioned, claims 24 and 33 are patentable over Kim and Tanioka because, for example, the asserted combination of Kim and Tanioka does not disclose or suggest controlling the data signals for *the pixel electrodes on the same column* to simultaneously increase or decrease the first voltage difference and the second voltage difference.

As previously argued, Konoue neither discloses or suggests controlling data signals to simultaneously increase or decrease the voltage differences by the data signals for *the pixels on the same column*. Thus, it is submitted that claims 24 and 33 are patentable over the asserted combination of Kim, Tanioka and Konoue. Claims 32 and 43 that are respectively dependent therefrom would be also patentable at least for the same reason.

Accordingly, Applicants respectfully request withdrawal of 35 U.S.C. §103(a) rejection of claims 32 and 43.

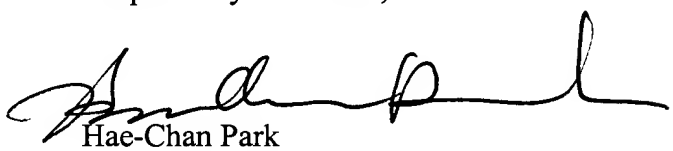
## CONCLUSION

Applicants believe that a full and complete response has been made to the pending Office Action and respectfully submits that all of the stated grounds for rejection have been overcome or rendered moot. Accordingly, Applicants respectfully submit that all pending claims are allowable and that the application is in condition for allowance.

Should the Examiner feel that there are any issues outstanding after consideration of this response, the Examiner is invited to contact the Applicants' undersigned representative at the number below to expedite prosecution.

Prompt and favorable consideration of this Reply is respectfully requested.

Respectfully submitted,



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